GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

Unique Identification Authority of India (UIDAI) – Aadhaar – Constitution of IEC Committee – Orders- issued.

PLANNING (V) DEPARTMENT

G.O.MS.NO. 850   **Dated:28.09.2011.**
                                                          Read the following:

      1. G.O.Ms.No.9 Planning (XVIII) Department dated 29.8.2009.
      2. G.O.Ms.No.24 Planning (V) Department dated 18.8.2010.
                                    * * *

ORDER:

      The Government of India has set up Unique Identification Authority of India (UIDAI) with the mandate to issue Unique Identification Numbers to all residents in the country. The State Government has entered into MoU with the UIDAI for providing unique ID to all eligible residents of Andhra Pradesh.

2.   In the G.O.2nd read above, the Government has appointed the Food & Civil Supplies Department as Registrar in terms of UID project for the districts of Adilabad, Rangareddy, Hyderabad, East Godavari, Srikakulam, Anantapur and Chittoor districts in Phase-I.

3.   Subsequently, certain Banks and other institutions empanelled as Registrars with UIDAI under the Multi Registrar Model, initiated enrolling for UID in the remaining 16 districts of the State for financial inclusion mandate. These agencies covered the mandals and districts partially, broadly following their branch network. With a view to rollout the enrolment of Aadhaar in the entire state and to cover all the contiguous villages and mandals in the districts, the Government earmarked geographical area of operation for enrolment by different Registrars with in the purview of UIDAI guidelines.

4.   The State Government has envisaged to complete the enrolment in the state by 31st March, 2012. In view of these developments and to accomplish the timelines, a need arises to have a comprehensive approach, detailed plan of action, massive awareness campaign, coordination and monitoring at district level. Information, Education and Communication (IEC) plays a pivotal role in creating awareness and mobilizing people for making them understand the benefits of Aadhaar through advocacy and by transferring knowledge to the people.

5.   The Government after careful examination and considering the above requirements hereby constitute an Information, Education and Communication (IEC) committee with the following composition for taking up the effective IEC campaign for successful implementation of UID project and Aadhaar enrolment in a sweeping mode.

1. Commissioner I&PR -   Chairman
2. Representative of Commissioner Civil Supplies (State Registrar) -   Member
3. Representative of Non-State Government Registrar – State Bank India, Member
4. Representative of Regional Office, UIDAI, Hyderabad -   Member

                                                                    P.T.O.

The committee will plan, execute and monitor the following activities.

1. Ensuring that Aadhaar IEC reaches each resident of the state through appropriate publicity and communication medium like Print and electronic media etc..
2. Make residents to understand what Aadhaar is, the benefits it can provide and how it will be used.
3. Enhancing residents understanding about the resident enrolment process, the manner in which one can get Aadhaar.
4. Mobilizing residents to enroll them through preparing a positive mindset about Aadhaar.
5. Identifying the contents of IEC and preparing a strategy for its implementation.
6. Working out the budgetary requirements
7. Execution and supervision of IEC strategy.

The Commissioner, I&PR shall periodically submit the progress made on the implementation of the IEC activities to the nodal department i.e, Planning department.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

S.V.PRASAD
CHIEF SECRETARY

To
The Commissioner, Information and Public Relations,
The Commissioner of Civil Supplies and EO Secretary, CAF&CS Department
The Deputy Director General, Regional Office UIDAI, Hyderabad,
The Chief General Manager, State Bank of India, Hyderabad
Copy to :
PS to Chief Secretary
PS to Spl. C.S to Chief Minister
PS to Principal Secretary, Planning Department
PS to Director General and Mission Director, UIDAI, (R.S.Sharma), New Delhi
S.F/SC

//FORWARDED :: BY ORDER//

SECTION OFFICER